

Abstract

The bachelor thesis named “The comparison of selected film reviews and users’ comments in Česko-Slovenská filmová databáze” deals with the analysis of the form of the current internet film review. First part of the thesis is devoted to the characteristic of the publicist genres of review and commentary, which are subsequently compared to the present.

As representatives of internet media publishing film reviews were chosen three portals with different target groups, namely *Aktuálně.cz*, *MovieZone* and *FFFILM*. Selected reviews of these media are compared to users’ comments in *Česko-Slovenská filmová databáze*, which currently has become key website for film fans. This thesis focuses on formal, content and stylistic differences between published texts and users’ comments, but also compares portals publishing review in these aspects.

Also, the review quality of each website and the advantage of opinion diversity in *Česko-Slovenská filmová databáze* are taken into consideration. According to these criteria, the conclusion of the thesis assesses the benefit of reviews and comments to readers and potential film viewers.